

Terms of Reference (ToR)

1. Background

CIFI is the leading responsible investment platform in financing energy and infrastructure projects that promote well-being in Latin America and the Caribbean. CIFI provides advisory services, structuring solutions, and asset management to private companies to generate sustainable returns for the benefit of communities and the environment.

2. General objective

To **update the corporate website of CIFI**, www.cifi.com, enabling the creation, management, and modification of its content without requiring technical programming knowledge through a Content Management System (CMS). It also aims to improve user experience, incorporate new functionalities, and enhance the website's response time.

3. Scope of work

The contractor must carry out the following tasks to meet the project's objectives:

3.1. Analysis and diagnosis of the current website:

Review the structure, content, navigation, and performance of the current website. Identify areas of improvement in terms of design, architecture, access to information, usability, functionality, and search engine optimization (SEO).

3.2. Website design proposal:

Develop a new, modern, and clean design aligned with the company's corporate identity, ensuring an optimal user experience (UX) with intuitive navigation and responsive design for all devices.

3.3. Development of new content:

Based on areas identified in phase 3.1, develop new textual and visual content for optimized communication.

3.4. Development and implementation of new functionalities:

Include a news section that records the date of publication and the author of each entry. The design should display multiple news entries per page with the option to click on each headline to read the full article. Implement a CMS like Drupal to allow internal updates. Create and connect with a Google Analytics account for internal access to website data.

3.5. Performance optimization:

Improve the website's loading times. Strengthen search engine positioning. Ensure data security and protection against cyber-attacks.

3.6. Content migration:

Transfer and update existing content, ensuring consistency with the new structure and design. Implement improvements in text, images, and graphic materials as defined in phase 3.3.

3.7. Testing and corrections: Conduct thorough testing of the new website across different browsers and devices. Correct any design, functionality, or compatibility issues that may arise during the testing phase.

4. Expected deliverables

- Diagnosis report of the current website.
- Proposal for the new website design and structure.
- Proposal for new optimized content.
- Updated website with new functionalities and SEO optimization.
- User creation for internal website management.
- Staff training for internal content administration.

5. Execution timeframe

The work must be completed within 6 months from the contract signing.

6. Selection criteria

The contractor must meet the following requirements:

- Proven international experience in designing and developing corporate websites in English and Spanish. Experience in developing websites in Portuguese is an advantage.
- Advanced knowledge of design tools (Adobe XD, Figma, etc.).
- Proficiency in web programming languages (HTML, CSS, JavaScript).
- Experience in implementing CMS like Drupal for corporate websites.
- SEO optimization experience and use of analytical tools.
- Experience in graphic design and creative writing.
- Ability to work in a team and communicate clearly.

7. Technical and economic proposal

Applicants must submit a proposal including:

- Detailed methodology for carrying out the project
- Activity schedule
- Itemized budget
- Portfolio of similar completed projects.

8. Payment Terms

Payments will be made according to the following table:

| Product | % of total payment | Payment date |
|---|--------------------|--|
| Diagnosis report of the current website | 25% | 02 weeks following the delivery of the product |
| Proposals for new website design and content | 25% | 02 weeks following the delivery of the product |
| Updated website with new content, functionalities, and SEO optimization | 25% | 02 weeks following the delivery of the product |
| Creation of users and staff training for internal content administration 25% 2 weeks following the delivery of the product | 25% | 02 weeks following the delivery of the product |

9. Contact Information

Proposals must be submitted by **October 25, 2024, at 11:59 pm (UTC-5)** to procurement@cifi.com.